So. G. H–27—104,000—4-11-49.

Development (1952) Department.

Part
Ls
suspense

(1) G6692/09 Ms SERIES.

G.O. NO.	1079
Dated	29·4·52

[Despatch Abstract.]

Industries – Sericulture – Cocoons Silk
Filatures, Kollegal – Products – Free
Samples – Issue By Sericultural
Expert, Kollegal – Instructions

Copy of the letter No.T2.2065/51 dated the 8th February, 1952 from the Director of Industries and Commerce to the Secy.to Government in the Development Deptt.. Madras.

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16768

THIRD ASST. SECRETARY TO GOVERNMENT
14 FEB 1952
DEVELOPMENT DEPARTMENT

Sub: Industries - Commercial concerns - Products - Issue of free samples - Proposals - Submitted.

Ref: Govt. Memo.No.125609 DII/50-6 Devt.dated 12.6.51.

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THIRD ASST. SECRETARY TO GOVERNMENT
15 FEB 1952
DEVELOPMENT DEPARTMENT

In their Memo. cited, Government were pleased to fix the maximum limit for the issue of free samples of Kerala Soaps in a year at the discretion of the Oil Technologist, Kerala Soap Institute at Rs.1,000/-. The Officers in charge of the other commercial concerns have now represented that similar limits may be fixed for the issue of free samples of their products at the discretion of the officers in charge of the commercial concerns.

A statement showing the value of free samples issued during the last three years by the institutions is enclosed for the information of the Government. I consider it necessary to give free samples to bonafide firms and prospective purchasers and to distinguished personages who visit the factory, in order to promote the sale of our products and to serve as a mode of advertisement. Having regard to the average expenditure incurred in the last three years and the need to built up a steady market for our products, I suggest that the maximum limit for the issue of free samples in a year at the discretion of the officer in charge, may be fixed as indicated below:-

(1)	Government Oil Factory, Kozhikode.	Rs.500/-
(2)	Government Ceramic Factory, Gudur.	300/-
3)	Andhra Paper Mills, Rajahmundry.	300/-
4)	Government Silk Filatures, Kollegal.	200/-

I request favour of early orders of Government in the matter.

....

Statement showing the amount worth of free samples issued.

Name of the concern.	1948-49 Rs. As. Ps.	1949-50 Rs. As. Ps.	1950-51 Rs. As. Ps.	Average Rs. As. Ps
1. Govt.Oil Factory Kozhikode.	894 5 3	2237 4 10	1158 5 7	1429 15 10
2. Govt. Ceramic Factory, Gudur.	..	..	70 0 0	(a)
3. Andhra Paper Mills Rajahmundry.	..	..	..	(b)
4. Govt.Silk Filatures, Kollegal.	86 8 6	353 0 9	64 10 0	168 1 1

Remarks:

a) No free samples were issued in the years 1948-49 and 49-50.

(b) The quantity of free samples of paper issued in the past wes very negligible and hence no accountwas maintained.

true copy -

D. N. U. Nambiar
Superintendent.
14/4/52

To M.I. Section

16/252

Dev. (MI) Department.

P/Issue DF 20.2.52

MEMORANDUM NO. 16768 MI/52-1 Dated 20.2.52

Sub: Industries - Sericulture - Government Silk Filatures, Kollegal - Products - Issue of free samples - Proposal of the D.I & C. - Approved.

Read: From the D. I & C. F2.2065/51 dated 8-2-52.

The D. I & C. is requested to report before 20-3-1952 what kind of products of the G.S.F., Kollegal was given as free samples and how much was given to each institution or individual.

To the D. I & C.

DF 19.2.52 19.2.52

20/2/52

Rem. issued on 20.3.52 Reminder issued on 8.4.52

Department of Industries and Commerce.

From
Sri M.T.Raju, Bar-at-law, I.C.S.,
Director of Industries and Commerce,
'Mackays Gardens', Madras.6.

To
The Secretary to Government,
Development Department,
Madras.

No.F.2.2065/51 dated 27-3-1952.

37307
3.4.52

UNDER SECRETARY 8 APL 1952 DEVELOPMENT DEPARTMENT

Sir,

Sub: Industries - Sericulture - Government Silk Filatures, Kollegal-Products - Issue of free samples - Proposals.
Ref: Government Memo No.16768 M.I/52-1 dated 20-2-1952.

As desired in Government memo cited, a list showing the names of the firms or individuals to whom the Silk, Duppion Silk, Silk waste & Silk fabrics of Government Silk Filatures, Kollegal were given as free samples during 1948-49, 1949-50 and 1950-51 and the quantity and value involved in each cases is submitted herewith.

For Director of Industries and Commerce.

r.n. 31.3.

Encls: 1.

2-4-52

STATEMENT SHOWING THE SUPPLY OF FREE SAMPLES OF SILK DUPPION, SILK, SILK WASTE AND SILK FABRICS TO VARIOUS PARTIES, DURING THE years 1948-49; 1949-50 and 1950-51.

Silk, 1948 49 — . . . . . Nil.

S.No.	Name of the firm to whom the samples were given.	Quality.	Quantity.	Value.
1	2	3	4	5
	1949-50		Lbs	
1.	All Assistant Industrial Engineers and District, Industries Officers.	24/28 R.R.	1-8	72-0-0
		20/22 R.R.	1-8	72-0-0
		13/15 R.R	1-8	76-8-0
2.	Messrs Bangalore Woollen Cotton & Silk Mills, Bangalore City	20/22 R.R	0-2¼	6-9-9
3.	Sri V.A.Kannan, Kollegal	24/28 R.R.	0-1	2-15-0
4.	" N.Srinivasan	24/28 R.R.	0-0¼	0-11-9
	" -do-	20/22 R.R	0-0¼	0-11-9
	-do-	13/15 R.R	0-0¼	0-12-0
	1950-51.			
5.	Messrs Bangalore Woollen Cotton & Silk Mills, Bangalore City	20/22 R.R;	0-¾	2-5-6
6.	Inspector of Sericulture, Venkatapuram	24/28 R.R	0-1½	3-15-0
		20/22 R.R	0-1½	4-0-6
		13/15 R.R	0-1¼	3-8-3
7.	Secretary, Central Silk Board, New Delhi.	24/28 R.R	0-2	5-4-0
		20/22 R.R	0-1¾	4-11-3
		13/15 R.R	0-1¼	3-8-3
		9-11 R.R.	0-1	2-14-0
				262.7.0

Duppion Silk. 1948-49 . . . Nil

(1949-50).

1.	All Assistant. Industrial Engineers and District Industries Officers.	Duppion	1-5	18-6-0
2.	Messrs Durgaprasad Ramcharam, Bombay.	"	0-2½	2-3-0
3.	President, Punjab Chamber of Commerce, Amritsar	"	0-6	5-4-0
4.	Development Officer for Cottage Industries, New Delhi.	"	0-6	5-4-0
5.	Messrs Banarsidas Badridas Jain, Jullunder	"	0-2	1-12-0
6.	Messrs Gita Silk Mills, Mysore	"	0-2	1-12-0
7.	Messrs Regal Trading Co. Bombay.	"	0-1½	1-5-0
	1950-51			
8.	M/s Lakshminarayan, Amritsar	"	0-2	1-12-0
9.	Silk Mercahants Chamber of Commerce, Amritsar	"	0-2¼	1-15-6
10.	President, Silk Mercahants Chamber of Commerce, Benares		12 kilchas)	0-15-0
11.	Six parties at Amritsar		12 kilchas each	5-10-0
12.	Messrs Chinai Silk Trading Co., Bangalore City.		0-1¼	1-14-9
13.	Messre Regal Trading Co., Bombay.		0-2	3-1-0
14.	Inspector of Sericulture, Venkata-puram		0-1¼	1-9-0
				52.11.3

Silk Waste 1948-49

		Grade.	Lbs.	Rs.
1.	Shangaiah Nadar, Tuticorin	I	0-8	1-12-0
		II	0-8	1-1-0
2.	President, Syndicate, Professional Des, Import, Paris.	I	0-8	1-12-0
		II	0-8	1-1-0
3.	Messrs W.P.Scott & Co. Liverpool	I	0-8	1-12-0
		II	0-8	1-1-0
4.	All Asst. Industrial Engineers and District Industries Officers.	I	12-0	42-0-0
		II	12-0	25-8-0
5.	Souete Anonyma de Filatures de- Schappa, Lyon	I	0-8	1-12-0
		II.	0-8	1-1-0
6.	Groupment De Importa tion Lyon France	I	0-8	1-12-0
			0-8-	1-1-0
				81.9.0

1	2	3	4	5
		1949-50		
7.	M/s.W.F.Higson & Co. Manchester	I	1--0-	3-8-0
8.	M/s G.P.Parasiyamurthy & Co. Bangalore City	I	0--8	1--12-0
		II	0--8	1--1[illegible]-0
		1950-51		
9.	Messrs Anantharamiah & Co., Mysore Road, Bangalore	Degummed II	5--0	7--8--0
10.	Oriental Trading Co. Calcutta.	" I.	0--8	0-1[illegible]-0
		II.	0-8	0-12-0
11.	Messrs Mysore Spun Silk Mills, Channapatna	Degummed I	1-0	3-8-0
		I	1-0	1-12-0
		II	1-0	1-[illegible]8-0
12.	M/s Alexander Pickering Co.London	I	0--8	1-12-0
				105.8.0
		Silk Fabrics 1948-49		
1.	Honible Gopalaswamy Iyengar during 1948,Madras Exhibition.	3 kerchiefs		4-15-6
		1949-50		
1.	H.E. The Governor of Madras during Madras Exhibition.	2 kerchiefs		2-7-3
3.	Supplied to various parties free samples books each containing about 10 to 12 bits of size about 2" x 1½"	9-11/16 yds.		76-2-3
				88--9--0

APP 44152

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Dev. (C) Dept.

Sub:- Industries - Sericulture - Govt. Silk Filatures, Kollegal - Products - Free Samples - Issue by Sericultural Expert, Kollegal - Authorised.

Read:- From the D.I.& C. Leters No.F.2.2065/51, dated 8-2-52 and 27-3-52.

G.O. Ms.No. 1879 dt 29-4-52.

H.E. the Governor of Madras hereby authorises the Sericultural Expert, Kollegal, to issue, at his discretion, free samples of the products of the Govt. Silk Filatures, Kollegal, to bonafide firms, prospective purchasers and distinguished personages, up to a maximum limit of Rs. 200/- (Rupees two hundred only) per year, subject to the condition that the cost of the free samples issued in each case does not exceed Rs. 5/- (Rupees Five only) at a time.

2. H.E. the Governor of Madras also directs that free samples of the products of the Govt. Silk Filatures, Kollegal, should not in future be issued to Asst. Industrial Engineers

p.t.o.

Dt. Industries Officers and other officers of the Industries Deptt.

To
The D.I.& C.
The A.G. thro' Fin.
S.F.
S.Cs. 2.

Dev. (Ag) Dept.

Sub:- Industries — Sericulture — Govt. Silk Filatures Kollegal — Products — Free Samples — Issue by the S.E. Kollegal — Authorised.

Read :- From the D.I.&C. Lr.s. no F. 2.2065/51 dated 8-2-52 and 27-3-52.

G.O. Ms. no. dated -4-52.

On the circumstances stated by the D.I.&C., in his letters cited, H.E. the Governor of Madras hereby authorises the Sericultural Expert, Kollegal, to issue free samples of the products of the Govt. Silk Filatures at Kollegal, with a view to promote their sale, to bonafide firms, prospective purchasers and distinguished personages, up to a maximum limit of Rs. 200/- (Rupees Two hundred) only, per year. Subject to the condition that the cost of the free samples issued in each case does not exceed Rs. 5/- (Rupees Five) only at a time.

To,

The D.I.&C.,
A.G. Madras.
S.F.
Secs. 2.

9/4/52

Note.— The D.I.&C.'s letter on p 1 c.f., the Memo to him on p 3 c.f. and his reply to it on p 5 c.f. may be perused.

It will be seen that the average cost of free samples issued during the years 48-49, 49-50, and 1950-51 works out to Rs. 16.8-1-1. The Sericultural Expert Kollegal may therefore be authorised to iss...

2/

issue free samples up to a maximum limit of Rs. 200/- per year, as proposed by the D.I & C.

It will also be seen that the cost of the free samples issued to any individual firm a purchaser ranges between Rs. 7-8-0 and 0-11-9. It seems desirable to fix up a maximum limit for such individual cases and a maximum limit of Rs. 5/- only appears sufficient for the purpose.

It will also be observed that all Asst. Industrial Engineers and Dist. Industries Officers are also given free samples. It is not clear how the issue of free samples to such officers will promote the ~~same~~ sale. It is for consideration whether this need be pointed out to the D.I & C. with a request to see that the procedure of issuing free samples to all Officers of the Industries Dept. is put an end to.

Subject to orders the draft order at pl above is submitted for appl. It may be sent to Fin. for acceptance.

8D/9.4/52

D.S. 10.4.52

Fin

Fin (Accts)

Dem no. 1676 & Gr-19-2 10.4.52

1. The draft order overleaf may be accepted. This Dept may also agree to A above

D

16.4.52

18.4.52

21/4/52

Dev

27969

UNDER SECRETARY 23 APL 1952 DEVELOPMENT DEPARTMENT

Fin no 27969 A

21-4-52.

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16768 M1/52
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28/4

Dev. (S) Dept.
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Summarising Note.

The file relates to the proposal of the D.I.& C. to fix a maximum limit for the issue of free samples of the products of the Govt. Silk Filatures, Kollegal at the discretion of the Sericultural Expert, to bonafide firms, prospective purchasers and distinguished personages, during a year. The average cost of the free samples issued during the years 1948-49, 1949-50, 1950-51 works out to Rs. 103.1-1 and the cost of free samples issued to any one individual or firm was between 0-11-9 and Rs. 7-0-0. Assistant Industrial Engineers and Dist. Industries Officers of the Deptt. have also been given free samples. The D.I.& C. has suggested Rs. 200/- as the maximum limit for the issue of free samples of the products of the Govt. of Silk Filatures. // Issue of free samples of the products will help to popularise the goods and also enable the department to build up a steady market for the good This Deptt. therefore accept the proposal of the D.I.& C. to fix Rs. 200/- as the maximum limit for the issue of free samples during a year. It is also proposed to fix the maximum limit at Rs. 5/- for the issue of free samples to any individual or firms. As the issue of free samples to Asst. Industrial Engineers and D.I.Os of the Deptt., will not affect the sale of the goods or their popularity in any way, it is proposed to instruct the D.I.& C. not to issue free samples to the officers of the Deptt. Fin. Dept. agree to the proposals.

A draft order is submitted below for approval.

For orders as to circulation.

25/4/52 LP 25/4/52

Yes. approved.
28/4
28.4.52

(Memo no. No 1879 Dev dt. 29.4.52)

SECRETARY TO GOVERNMENT
28 APL 1952
DEVELOPMENT DEPARTMENT